



Transportation Demand Management (TDM) Performance Report -- FY 2019

Executive Summary

This report to City Council summarizes the activities for GO Alex, the City's dedicated Transportation Demand Management (TDM) program. TDM is a set of practices designed to lower congestion, measured here as Vehicle Miles Traveled (VMT). These tools have contributed both to a lowering of congestion, and also increased resiliency in the transportation network. GO Alex was the City's lead agency during the summer's Platform Improvement Project, which saw all four stations in Alexandria close over the summer. Tools used include robust outreach to commuters and employers, a mobile store that sells fare media to consumers, and enforcement of the City's Transportation Management Plan (TMP) program.

In Fiscal Year 2021, GO Alex will continue to deliver value to the City. With a dedicated staff of two full time employees and one part-time employee providing TDM assistance throughout the City by delivering employer outreach and supporting an established retail outlet in the GO Alex Mobile Store, GO Alex will build on its success seen during the Metrorail shutdown. GO Alex is also collecting data on mode split this fiscal year – these data will be ready by the next fiscal year.

What is GO Alex?

GO Alex is the City's Transportation Demand Management (TDM) program. TDM is an attempt to remove single occupant vehicles (SOV) from City streets. SOVs not only take up space, but also disproportionately add emissions. City Council, through the Transportation Master Plan and the Strategic Plan, directs the City to enhance and promote multimodal transportation options for residents, visitors and workers. GO Alex promotes alternative transportation options such as transit, biking, walking, and teleworking through a robust outreach program, and with strong partnerships with DASH, WMATA (Metrorail and Metrobus), VRE, and many others. GO Alex is also working with other parts of Transportation and Environmental Services on redefining its role in the ongoing Alexandria Mobility Plan.

Services Offered

GO Alex relies on outreach to help city residents and workers use other modes of transportation than the SOV. Outreach is central to how GO Alex spreads its message. Outreach is spread through three services by GO Alex: employer outreach, a mobile store, and transportation demand management planning, as described below.

Employer Outreach

Employers have an outsized influence on their employees' commute behavior. Most employers have tools that can reduce their employees' commute trips. GO Alex helps employers use these tools in a cost-effective manner.

GO Alex has a dedicated employer outreach coordinator that meets with employers and helps them develop a Transportation Demand Management (TDM) strategy. The City currently works with 522 employers in this effort, up from 313 at the end of FY 2018. This includes small employers, such as an indoor playground on Eisenhower Avenue, to federal agencies with thousands of employees, including the Department of Defense (Mark Center), National Science Foundation, and the Patent and Trademark Office (PTO)



Figure 1 -- GO Alex Employer Outreach Coordinator at a Commuter Fair

Mobile Store

The Mobile Store is GO Alex’s commuter services arm, helping commuters and those who wish to use alternative transportation options. The Store uses a GO Alex branded van to sell fare media at a number of locations, including each of the City’s Metrorail stations, and popular tourist destinations.



Figure 2 -- GO Alex Mobile Store team (center) and a GO Alex staffer

The below table shows Mobile Store performance measures for FY 2019. These figures are much higher than the previous year which can be attributed to the additional visibility during the Platform Improvement Project. GO Alex also deployed a second mobile store during the Platform Improvement Project, which provided a needed way to reload SmarTrip cards when Metro vending machines were offline.

	Events	Customer Interactions	Point of Sale Transactions	Total Sales
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Fiscal Year 2018 Totals	299	12,983	904	\$21,841.50
Fiscal Year 2019 Totals	254	28,955	1,525	\$30,791.50

Transportation Demand Management Planning

GO Alex also engages in TDM planning for the City. Currently, GO Alex staff are part of the Project Management Team for the update to the City's Alexandria Mobility Plan, the successor to the 2008 Transportation Master Plan. GO Alex will assist in writing the AMP's Mobility Access chapter.

Transportation Management Plan Oversight

GO Alex oversees Transportation Management Plans (TMPs) for the City. TMPs are conditions set on certain business and residential developments that limit their single occupant vehicle (SOV) trips. Currently there are 75 developments with TMPs in the City. Each TMP is required to submit an annual report to GO Alex on their occupants' transportation choices, as well as set aside a fund for promoting alternative transportation options. For FY 2019, drive alone rates in residential TMPs were 58.9 percent (out of 702 surveys), compared with 46.6 percent in FY 2018. However, these numbers are not to be interpreted as statistically valid. Because of the way GO Alex is mandated to administer the survey, responses generally weight towards only ten TMPs.

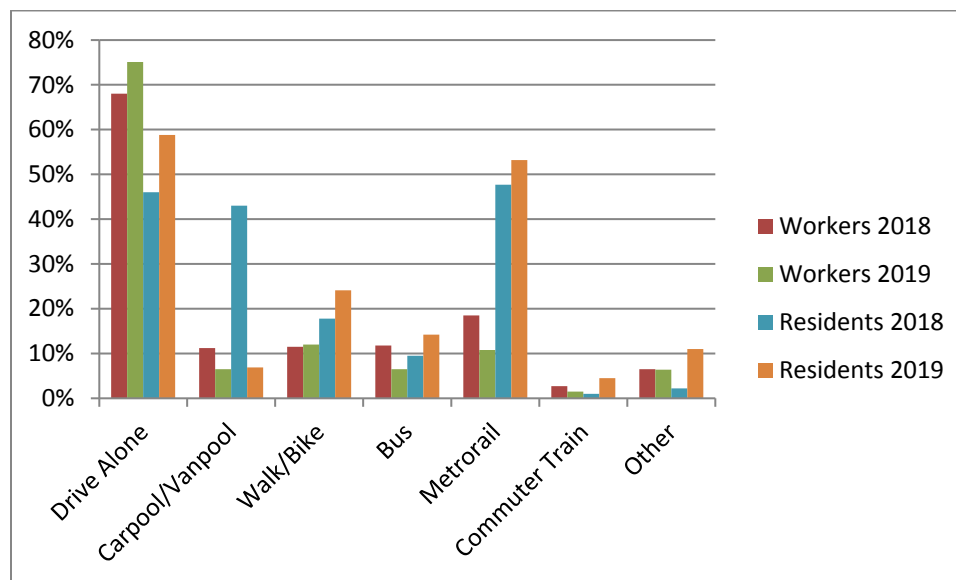


Figure 3 -- Mode Split among TMP Occupants

Staff is working to address several issues with TMPs, including low compliance, a penalty structure that is less expensive than compliance, and poor incentives to comply. Staff will recommend updates to the TMP program in FY 2021.

Cooperation with other City Initiatives

GO Alex assists other City programs with their mission. In addition to the previously mentioned Alexandria Mobility Plan, GO Alex also assists DASH with marketing, promote City-sponsored events such as Earth Day, and plans for innovative mobility options, such as water taxi and commuter benefits.

How GO Alex is Funded

GO Alex is funded through a combination of state and federal grant funding, with a relatively small local contribution.

TDM Operating Assistance Grant

For state funding, GO Alex uses a Department of Rail and Public Transportation (DRPT) TDM Operating Assistance grant. This TDM Operating Assistance grant funds baseline activities, including two full time equivalent employees to manage the GO Alex program, and related support functions. In FY 2019, the City provided a local match of \$52,235 toward this grant, and received \$206,942.

Rideshare Enhancements (CMAQ/RSTP Grant)

The Rideshare Enhancements grant is a grant designed to fund the bulk of the City's TDM programming. In years past, this grant has been used to fund a "street team" (marketing team at City events) and paid advertising. Staff is exploring other TDM programs that may be able to use these federal funds, and are close to finalizing a work plan with the Department of Rail and Public Transportation. The City is currently working on FY2019 funds, valued at \$526,000.

Mobile Store (CMAQ/RSTP Grant)

The Mobile Store grant funds the Mobile Store (sells fare media and provides transportation information at various locations within the City) and DASH's Call Center that aids with all transportation modes. This grant is awarded once every three years. In FY 2018, this grant was \$600,000. Staff will spend the grant until the City receives the next installment, which is no earlier than July 1, 2020 (FY 2021).

VDOT Employer Outreach Grant

The City receives an annual grant from the Virginia Department of Transportation (VDOT) that is used toward employer outreach. In FY 2019, the City received \$53,948 from VDOT. This grant is used to fund the employer outreach coordinator as a part-time position, as previously described.

Mobility Programs Grant

For FY 2021, the City is considering applying for the Mobility Programs grant, which is a DRPT grant that could fund employer outreach activities. This grant is meant to supplement money for employer outreach supplied through VDOT's CMAQ grant for employer outreach, estimated at \$55,556 in FY 2021. The Mobility Programs grant would allow the current part-time employer outreach coordinator position to be increased to a full-time position, which would essentially double employer outreach efforts through GO Alex. Staff anticipates applying for \$105,000 in grant funding, of which the City would be required to contribute a 20% match of \$21,000.

SOURCE	FY 18	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Rideshare Enhancements (CMAQ/RSTP)	\$493,000	\$1,019,000	\$600,000	\$600,000	\$650,000	\$400,000	\$400,000	\$3,669,000
VDOT Empl Outreach	\$50,824	\$102,948	\$53,948	\$55,566	\$57,233	\$58,950	\$60,719	\$387,983
DRPT (TDM Ops)	\$301,177	\$562,354	\$330,331	\$339,044				\$1,231,729
Mobile Store (CMAQ/RSTP)	\$600,000	\$600,000	\$0	\$600,000	\$0	\$0	\$600,000	\$1,800,000
Total								

FY 2020 Current Activities and FY 2021 Plans

In FY 2020, GO Alex has transitioned from a contractor-based service delivery program to one where staff support the primary functions. Staff are expanding GO Alex in the following ways:

- **Implementing Performance Measures** – GO Alex has developed a series of internal performance measures, including surveys to see how transportation behavior has changed. GO Alex will also revamp performance measures for the Mobile Store, making it more demand responsive
- **Developing and Introducing new service offerings** – GO Alex, in partnership with DRPT, is launching new programs that will be active before the end of this fiscal year. This includes incentives to sign people up for Commuter Benefits, possible partnership with the Potomac Riverboat Company, and piloting an employee parking cashout program
- **Partnership with DASH** – GO Alex is committed to partnering with DASH on marketing. The City and DASH have teamed up with several marketing events, such as Operation Illumination last fall (an effort to keep bicyclists, pedestrians and bus riders safe). In FY 2020, GO Alex is continuing that partnership, including with outreach for the Transit Vision Study project